

CITY OF JERSEY CITY VISION ZERO ACTION PLAN



February 2019



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One death or serious injury on our streets is one too many.

This plan was made possible with the contributions of the Task Force, community members and consultant team. Photographs are provided by the City photographer, Jennifer Brown, the Pedestrian Enhancement Plan, Bike Master Plan, and Vision Zero project team.

Vision Zero is an ongoing effort. Additional information and updates will be made available on the Vision Zero website: www.visionzerojc.com

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Letter from the Mayor



Dear Friends,

As one of the most densely populated cities in the nation, Jersey City is served by a robust multi-modal transportation network offering a variety of mobility options to our residents and visitors. We are proud of the investments we have made in our transportation network over the years to improve the daily experience of those who travel by foot, bike, car, transit, or other modes. Unfortunately, despite these investments, an average of 9 people are killed in traffic crashes in Jersey City every year.

In an effort to eliminate traffic fatalities, Jersey City became the first municipality in New Jersey to adopt the Vision Zero initiative with an executive order that I signed in February 2018. Our aim is to ultimately reduce traffic deaths and severe injuries on City streets to zero by 2026.

While we have always prioritized safety, Vision Zero marks a new approach to our transportation challenges and adds a renewed sense of urgency around safety. We established a 15-member Vision Zero Task Force that consists of representatives from various City divisions such as Engineering, Planning, and Health and Human Services, as well as the Jersey City Police and Fire Departments and local transportation safety advocacy organizations. Together, these dedicated groups and individuals have created a comprehensive plan to ensure safety for all roadway users and help us eliminate traffic fatalities and severe injuries.

A powerful, data-driven Action Plan can systematically address the risk factors that lead to lives being senselessly lost on our roads. Our mission, however, also demands education and encouragement to promote a culture of safety.

Since February, we've encouraged Jersey City residents to provide feedback via surveys, attend informational workshops about Vision Zero, and provide insight about how we can work together to prioritize ways to address traffic safety. As we move forward, we will continue to engage communities most affected by severe traffic crashes and advance strategic, context-sensitive improvements that incorporate education and police engagement in tandem with changes to street design and maintenance.

While Vision Zero is in its early stages, we have already embedded traffic safety measures in all design and operational decisions of routine maintenance and capital reconstruction projects. Our Action Plan aligns with and ties together Jersey City's other planning efforts, such as the Bike Master Plan, Pedestrian Enhancement Plan, and School Travel Plan.

It is our duty to protect the lives of all residents, employees and visitors of our great city. To achieve our goal, we will continue to work together to make Vision Zero a reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Fulop', written over a light blue horizontal line.

Steven M. Fulop
Mayor

Vision Zero Pledge

Jersey City is committed to maintaining a transportation system that prioritizes safety, efficiency, and accessibility for all users. The Vision Zero Action Plan formalizes this commitment and outlines specific, data-driven steps we will take to reach the goal of zero traffic deaths and severe injuries on City streets by 2026.

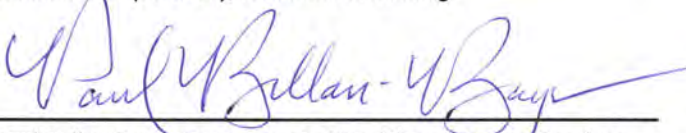
On behalf of our respective departments and organizations, we commit to continuing our participation in the Task Force, embedding Vision Zero principles in City practices, and working together with all stakeholders to implement the changes necessary to achieve our Vision Zero goal.



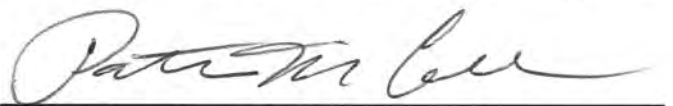
Barkha Patel (co-chair), **Division of Planning**



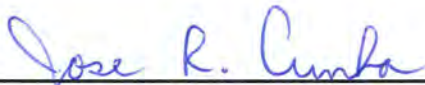
Andrew Vischio (co-chair), **Division of Traffic and Transportation**



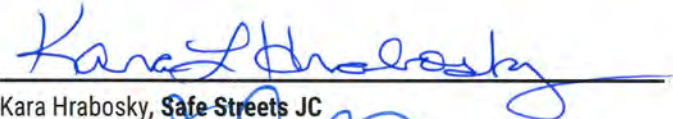
Paul Bellan-Boyer, **Department of Health and Human Services**



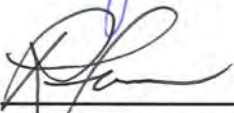
Patrick Conlon, **Bike JC**



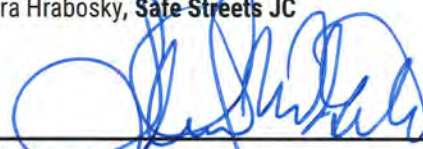
Jose Cunha, **Division of Engineering**



Kara Hrabosky, **Safe Streets JC**



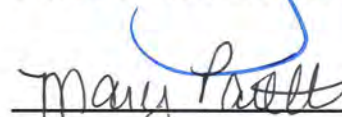
Hon. Rolando Lavarro, **Municipal Council**



Chief Steven McGill, **Fire Department**



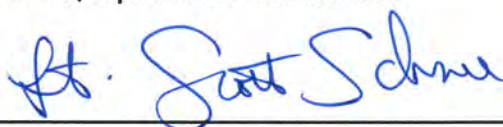
John McKinney, **Law Department**



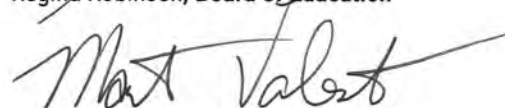
Mary Paretti, **Division of Parking Enforcement**

Brian Platt, **Department of Administration**

Regina Robinson, **Board of Education**



Lt. Scott Schnee, **Police Department**



Martin Valenti, **Department of Public Works**

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Executive Summary

In February 2018, Mayor Fulop signed an Executive Order acknowledging that the loss of life due to traffic crashes in Jersey City is unacceptable and preventable. Almost 100 people have been killed in traffic crashes in the past decade; another 230 have suffered life-changing injuries. More than a third of the fatal crash victims are people traveling on foot.

The City is committed to eliminating traffic fatalities and serious injuries in Jersey City by 2026. The Vision Zero Action Plan, developed by a multidisciplinary task force comprising 15 City agencies and community organizations, lays out the specific actions and strategies by which this ambitious target will be met.

The Action Plan establishes zero traffic deaths and serious injuries as the guiding principle for all the City's transportation plans, projects, and programs including ongoing initiatives such as the Bicycle Master Plan, Pedestrian Enhancement Plan, and corridor studies along critical thoroughfares such as Montgomery Street, Columbus Drive and Grand Street.

Vision Zero also ushers in a new era of focused collaboration across City departments and the community to foster a stronger culture of safety in Jersey City, which in turn will lead to a happier, healthier community for all. Equity is a key component of the Action Plan — from data analysis focused on communities of concern, to targeted outreach in diverse communities, to intentional strategy development that is cognizant of equity impacts.

The Action Plan features more than 70 specific action items and strategies that have been developed by a multi-agency, multidisciplinary task force using crash and demographic data together with extensive input from the community. The action items are specific, measurable, action-oriented, relevant, and time-bound. They are tied to the elimination of specific risk factors and contributing causes of fatal and serious injury traffic crashes, and they are focused on streets comprising a High Injury Network developed for the plan.

The actions and strategies are organized around five themes which cut across traditional agency boundaries and get to the heart of eliminating fatal and serious injury crashes. The themes, with examples of key strategies, are:

1. Design Safer Streets

- » Implement a broad traffic calming program
- » Prioritize major safety engineering projects on the High Injury Network
- » Increase the visibility of pedestrian crossings

2. Promote a Culture of Safety

- » Establish Jersey City chapter of Families for Safe Streets
- » Conduct a public education campaign to change norms around traffic safety
- » Reduce motor-vehicle miles traveled and promote alternatives, especially for short trips

3. Embed Vision Zero in City Practices

- » Establish a multidisciplinary Rapid Response Team to review every fatal crash
- » Develop a training program on Vision Zero for City staff and vehicle operators
- » Ensure all City fleet vehicles have the latest crash reduction equipment

4. Enforcement, Law, and Policy

- » Evaluate City laws and ordinances for changes necessary to improve traffic safety
- » Develop a state legislative agenda to enable the City to promote roadway safety
- » Develop a strategy for enforcement programs that is equitable and transparent

5. Planning and Leveraging Data

- » Develop a street design guide reflecting international best practices
- » Update development regulations and design standards to reflect Vision Zero principles
- » Improve data collection and analysis

Eliminating fatal and serious injury traffic crashes on Jersey City streets by 2026 is ambitious but within reach. The Action Plan and City High Injury Network are critical tools to achieving the challenging goal of Vision Zero and improving the quality of life in the City for all residents and visitors alike.



Toy & Land

The Heart
of Jersey City
McGOWLEY
SQUARE
AL'S CORNER
BARBER SHOP & SALON

LEFT
TURN
SIGNAL

WHY JERSEY CITY NEEDS VISION ZERO



What is Vision Zero?

Vision Zero is a transportation safety philosophy that was developed in Sweden in the late 1990s to eliminate traffic deaths and serious injuries in the transportation system. Vision Zero has proven to be successful across Europe and is now gaining momentum in major American Cities.

A central tenet of Vision Zero is that **people should not be killed or seriously injured as a consequence of mobility**. Vision Zero recognizes that humans make mistakes and therefore the transportation system must be designed to minimize the consequences of those mistakes.

In the past five years, cities across the U.S., including Jersey City, have adopted Vision Zero goals and developed plans to eliminate traffic deaths. Each city has adapted the approach to their unique circumstances and needs. Many cities have embraced equity as a key aspect of their Vision Zero efforts, aiming to ensure that efforts to improve traffic safety do not have a negative impact on socio-economically disadvantaged communities.

The federal government and most states have also established a goal of eliminating traffic fatalities, providing additional support for this initiative.

Fundamental Principles of Vision Zero

These principles are core to successful Vision Zero efforts:

1. **Traffic deaths and severe injuries are acknowledged to be preventable.**
2. **Human life and health are prioritized within all aspects of the transportation system.**
3. **Human error is inevitable, and transportation systems should be forgiving.**
4. **Safety work should focus on system-level changes above influencing individual behavior.**
5. **Mitigation of speed is recognized and prioritized as the fundamental factor in crash severity.**

(Source: Vision Zero Network)

VISION ZERO CITIES IN THE U.S.



Source: Vision Zero Network

Why Jersey City Needs Vision Zero

In February 2018, Mayor Fulop signed an Executive Order acknowledging that the loss of life due to traffic crashes in Jersey City was both unacceptable and preventable. Almost **100** people have been killed in traffic crashes during the past decade, and another **230** have suffered life-changing injuries. Nearly one half of all fatal traffic crash victims every year are pedestrians.

The Vision Zero Executive Order commits the City to eliminating traffic fatalities and serious injuries on Jersey City roadways by 2026. The Vision Zero Action Plan, developed by a multidisciplinary Task Force comprising City agencies and community organizations, lays out the specific actions and strategies by which we will meet this ambitious target.

The Action Plan establishes **zero traffic deaths and serious injuries** as the guiding principle for all the City's transportation plans, projects, and programs moving forward. The City's Pedestrian Enhancement Plan and Bicycle Master Plan, as well as corridor studies along critical thoroughfares such as Montgomery Street, Columbus Drive, and Grand Street, provide immediate opportunities to demonstrate how the City is going to create a safe system for all residents and visitors, regardless of their means of travel.

Vision Zero also ushers in a new era of focused collaboration across City departments and the community to achieve this important target. One of the primary goals of the Action Plan is to foster a stronger culture of traffic safety in Jersey City. With

the support of the Mayor and City Council, the Action Plan defines specific, measurable, actionable, relevant, and time-bound actions that the City's departments, school district, and local transportation safety advocacy groups will carry out to achieve the goal of zero fatalities and serious injuries on Jersey City's streets by 2026.

In addition to saving lives and preventing tragedies, the actions and strategies in the Action Plan will have the significant additional benefit of creating a more livable city in which walking, riding a bike, taking the bus or train, and driving a car, are safer and more enjoyable. The Vision Zero approach reduces the danger and stress of auto-dominated streets and neighborhoods. This is an appropriate strategy for a city with among the highest levels of transit use, car free households, and demand for biking and walking in the nation.

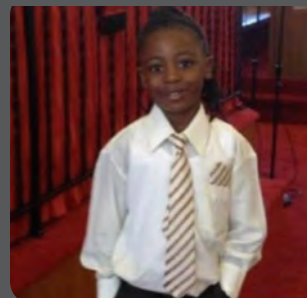


George Gonzalez, 11

Active in sports, always smiling, affectionately known as "Turtle." He was on his way to school when hit and killed by a jitney bus while in a crosswalk on Kennedy Blvd.

October 14, 2016

Photo courtesy of George's mother, Judy Gonzalez.



Jermaine Woodward Jr., 8

Jermaine Woodward Jr. was a straight A student at P.S.14. He was in a bike lane outside his house on Bostwick Avenue when struck and killed by a speeding hit and run driver.

June 28, 2015

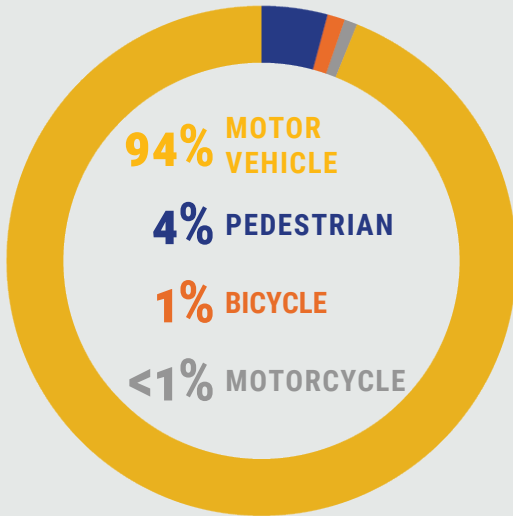
Photo courtesy of Jermaine Jr.'s father, Jermaine Woodward, Sr.

Where Are We Now?

JERSEY CITY TRAFFIC CRASHES BETWEEN 2008 AND 2017

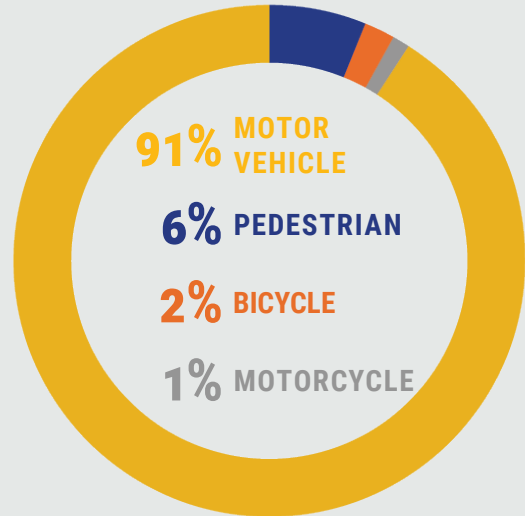
ALL ROADS

ALL CRASHES

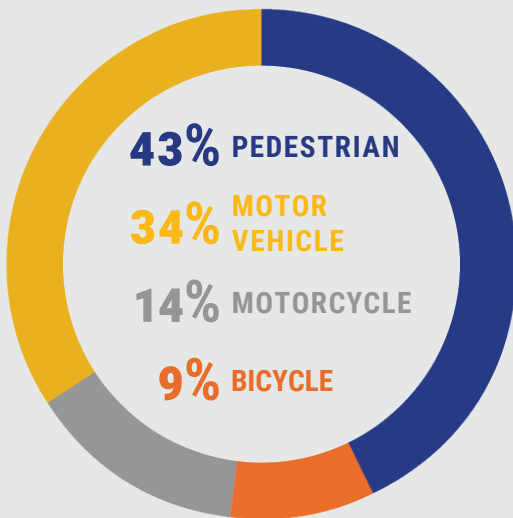


CITY ROADS

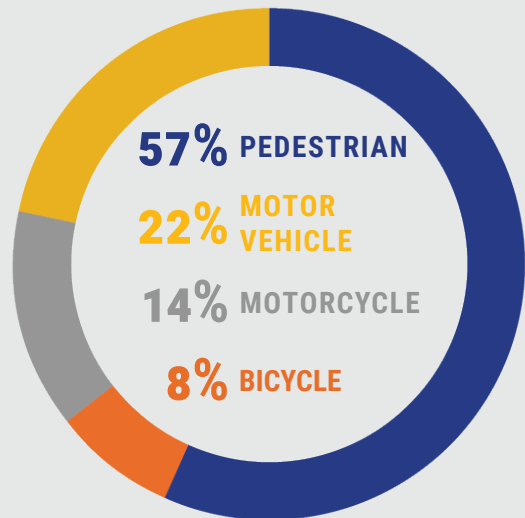
ALL CRASHES



FATAL CRASHES



FATAL CRASHES



JERSEY CITY TRAFFIC CRASHES IN AN AVERAGE YEAR

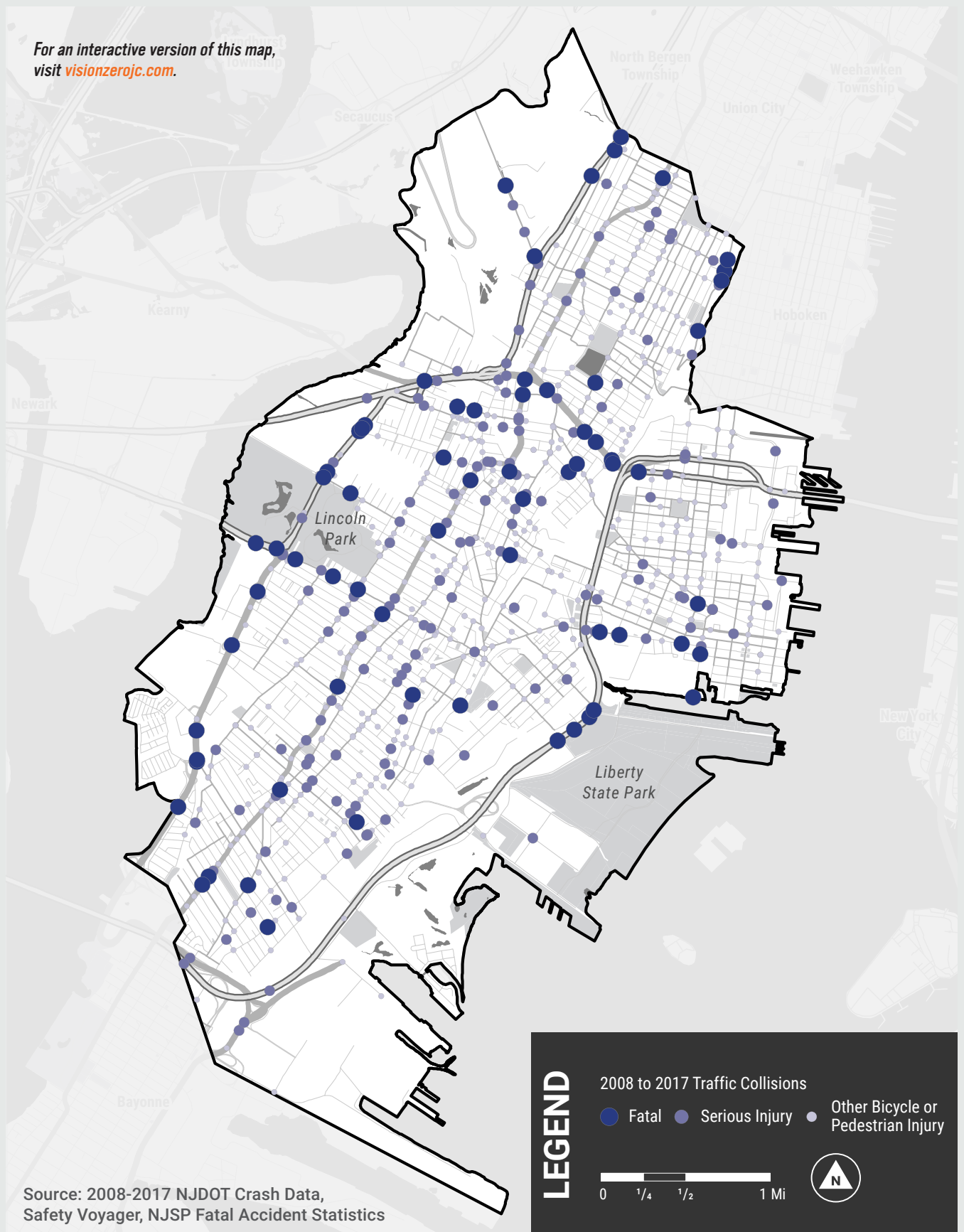
ALL ROADS



CITY ROADS



Figure 1: Traffic Collisions in Jersey City



High Injury Network

On average, **nine** people every year lost their lives in traffic crashes in Jersey City in the decade prior to the development of the Vision Zero Action Plan. Between 2008 and 2017, there were 92 fatal crashes resulting in 96 deaths, of which 41 were pedestrians. In addition, there were almost 200 serious injury crashes, almost half of which involved a pedestrian.

A detailed look at Jersey City's recent traffic crash history reveals several significant facts:

- » Only 4% of all traffic crashes involve pedestrians but 43% of fatal crashes and more than 40% of serious injury crashes involve people on foot.
- » Of the 72,000 crashes involving motor vehicles, 86% resulted in property damage only and less than 0.1% were fatal crashes.
- » Bicyclists and motorized two-wheelers each comprise 1% of all crashes but are involved in 9% and 14% of fatal crashes respectively.

Police-reported crashes (for all crashes where people were killed or seriously injured) were mapped and analyzed to identify the most dangerous streets in Jersey City. Street segments with a high incidence of fatal and serious injury crashes were combined to create a High Injury Network (HIN). The HIN is a critical tool for focusing the actions and strategies in the Vision Zero Action Plan.

Two versions of the HIN were generated: one that includes all roadways in the City (All Roads) and one that includes only those maintained by the City (City Roads). The New Jersey Department of Transportation (NJDOT) and Hudson County maintain highways and some major roads.

Two key takeaways emerged from the All Roads HIN shown here.

1. Vision Zero has a singular focus on eliminating fatal and serious injury crashes. Crashes in which there are minor injuries or property damage only are unfortunate but the sheer volume of them often distracts from the solutions necessary to prevent the most serious collisions. Pedestrians, bicyclists, and motorcyclists are substantially

more vulnerable and overrepresented in the most serious crashes.

2. Almost 40% of fatal and serious injury crashes each year occur on County and State roads, including John F. Kennedy Boulevard, Paterson Plank Road, County Road, I-78, US 1&9, and NJ 440. State and County agencies are going to be essential partners in achieving Vision Zero in Jersey City.

Figure 2: Killed and Serious Injury Crashes, 2008 - 2017

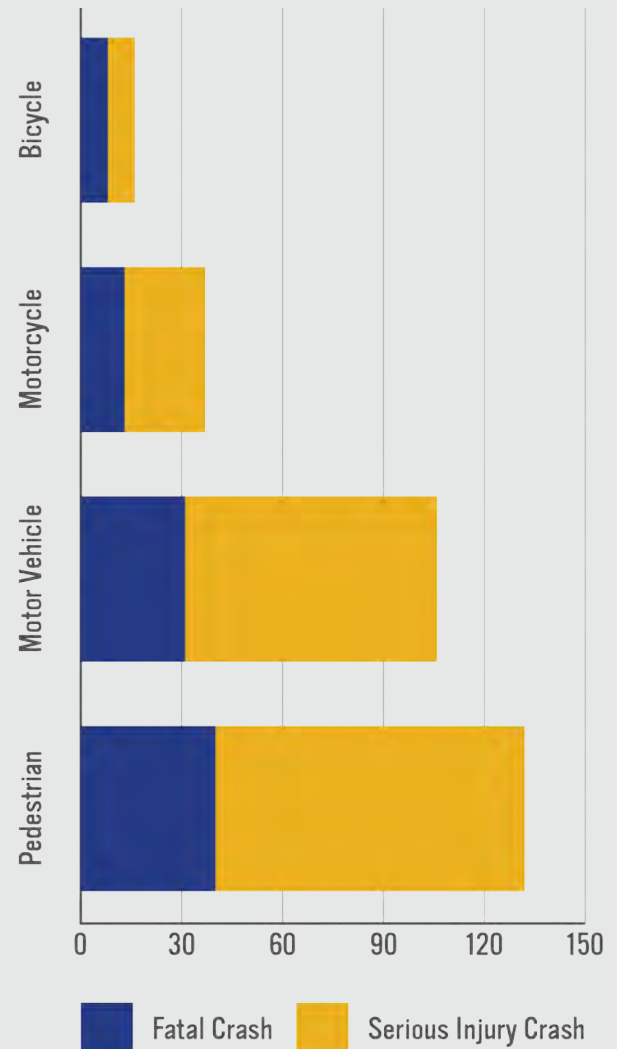
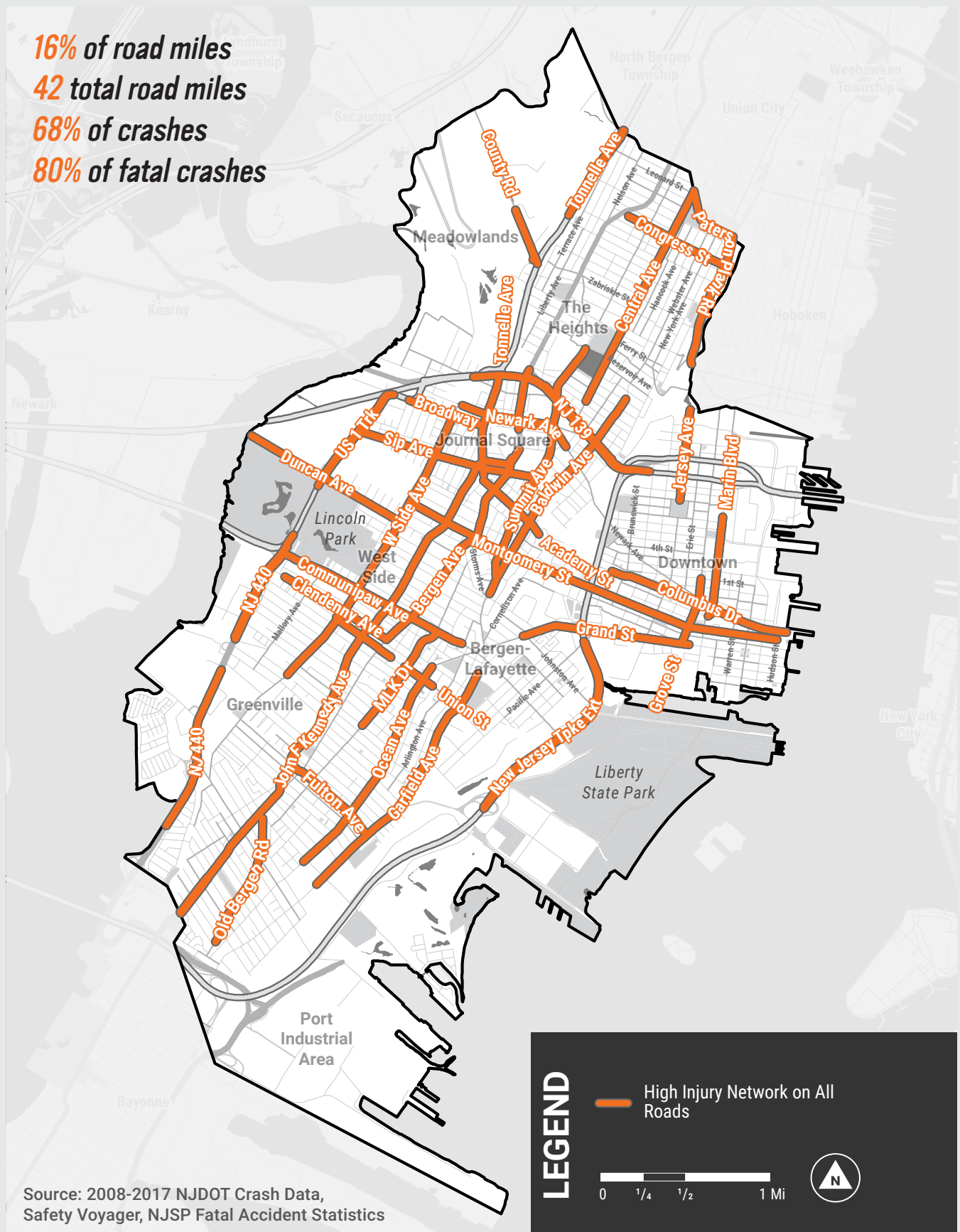


Figure 3: All Roads High Injury Network



A Focus on City Streets

Because of the high percentage of crashes occurring on State and County roadways, the City undertook a separate analysis of crashes occurring exclusively on City streets. The resulting HIN (for crashes that occur only on City-owned and operated streets) presents a different picture.

This does not mean that the City is either shifting responsibility to the County and State or allowing for any complacency to set in: there were still 38 fatalities and at least 125 serious injury crashes on city streets during the past decade, which is still both unacceptable and preventable.

The City HIN shown here contrasts with the All Roads HIN in several important ways:

- » Of the 38 deaths, 21 (55%) were pedestrians, three were bicyclists, and 14 involved motorists/motorized two-wheelers, highlighting the greater vulnerability of non-motorized travelers on city streets.
- » Although there are fewer fatal crashes on city streets, they are more dispersed. (The All Roads HIN captures 80% of fatal crashes on 16% of the total roadway network compared to 61% on 14% of the roadway network on the City HIN). Therefore, the actions and strategies adopted by the City are focused on systemwide changes as well as on the HIN and crash hotspots.
- » The HIN changes when looking just at crashes on City streets. For example, Cator, Lembeck and Ocean Avenues in the Greenville neighborhood are added to the City HIN while the nearby section of NJ 440 is removed. The solutions relevant to these local roads are very different from those on a major highway.

Most importantly, the City HIN allows the City to immediately focus on the streets where it can affect change through the plans, policies, programs and projects in the City's control.

Figure 4: Jurisdiction of Roads in Jersey City

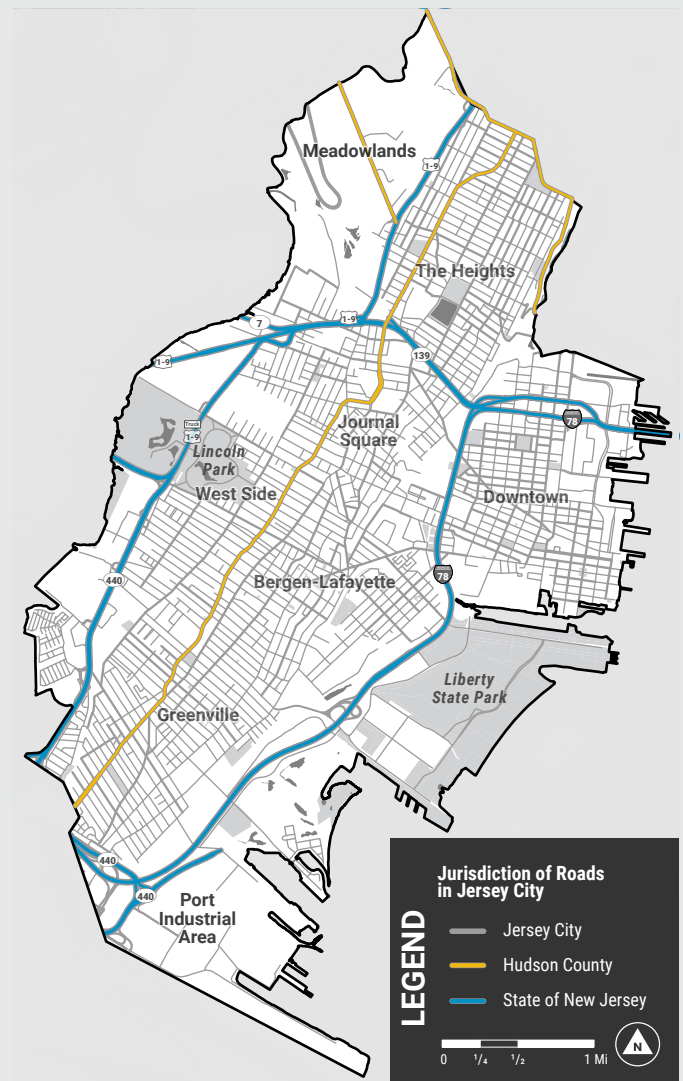
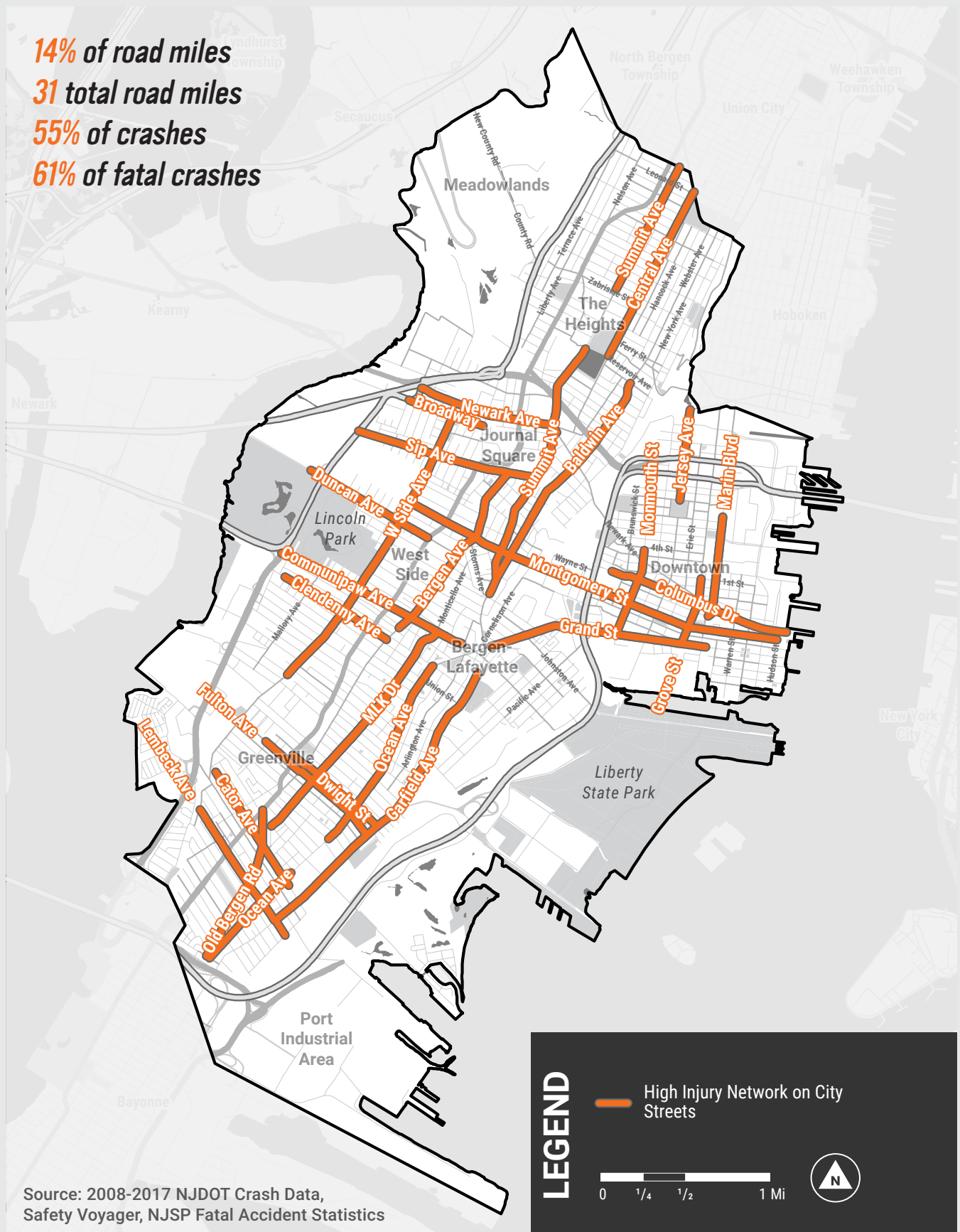


Figure 5: City Streets High Injury Network



A Focus on Equity

Like other Vision Zero cities, Jersey City has found through the HIN analysis that some of the most dangerous roads overlap with traditionally underserved and under-resourced neighborhoods. These neighborhoods are often called Communities of Concern (CoC).

What is a Community of Concern?

Places with the following characteristics are classified as a Community of Concern:

1. Minority concentration equal to or exceeding the regional threshold; or
2. Low-Income concentration equal to or exceeding the regional threshold; or
3. Two or more Other Indicators of Disadvantage equal to or exceed the regional threshold:
 - » Female Head of Household with Children
 - » Persons with Limited English Proficiency
 - » Carless Households
 - » Elderly Populations (75 years and over)

(Source: NJTPA Together North Jersey)

The unique demographic and socioeconomic make-up of Jersey City requires a more nuanced approach, as more than 80% of the City falls within this official CoC designation. This has significant implications for the development and implementation of the Vision Zero Action Plan.

Traffic crashes within the city correlate most closely with census blocks with elevated levels of poverty, and to densely populated, non-white neighborhoods. These areas also have lower levels of drive-alone

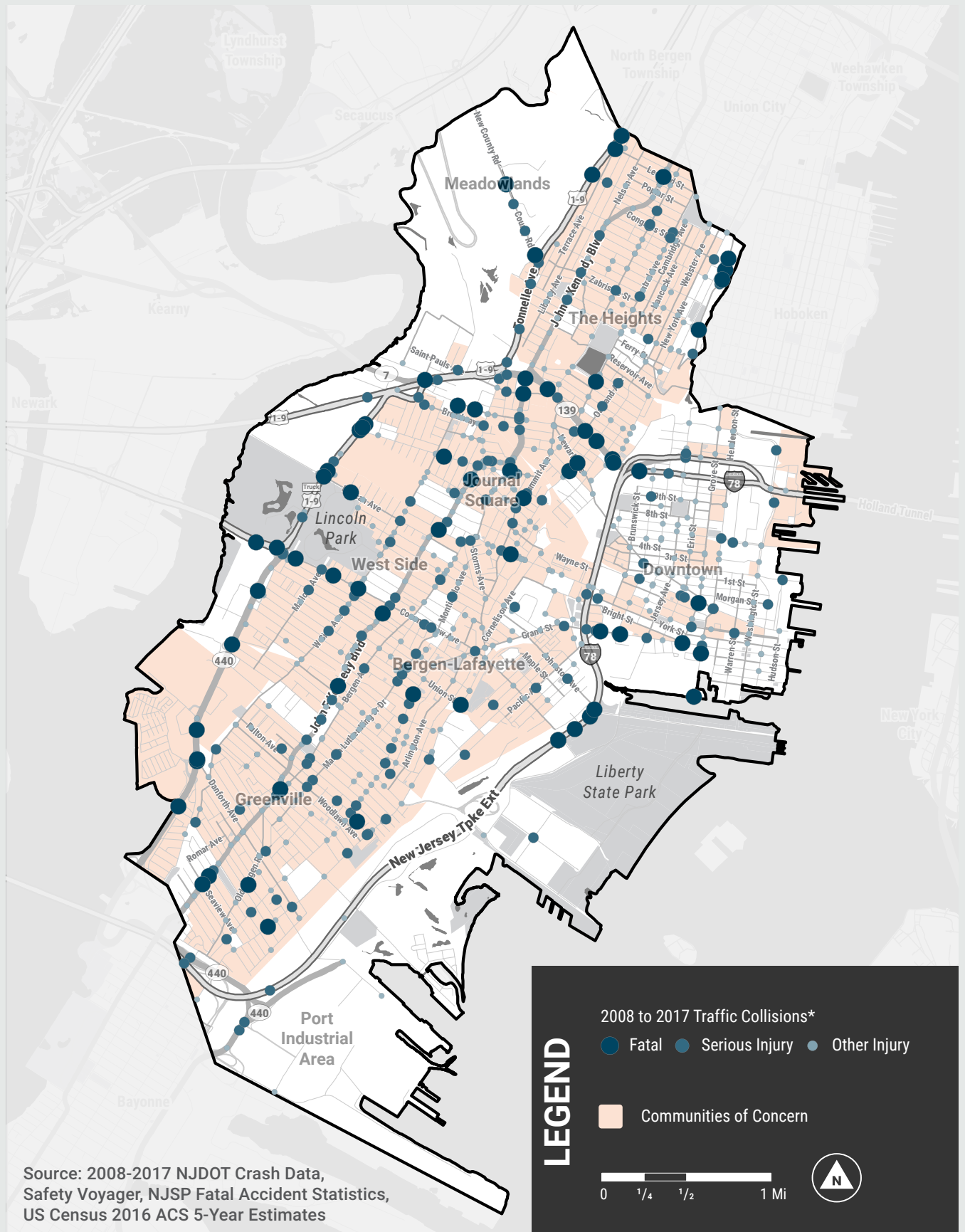
commuting and higher transit use. We must approach traffic safety in the context of intersecting social issues, employment, housing, and personal security, as these are often more immediate concerns than traffic safety.

Three key takeaways emerge from this broader discussion:

- » Conditions for walking and riding a bike lack safety and dignity because of the dominance of motor vehicles in the public realm and decades of inequitable investment and public policy. Building safe streets for everyone can redress this imbalance and improve the quality of life of all City residents.
- » Design and engineering solutions are highly effective in addressing traffic safety, and should be a priority throughout the City's HIN. An emphasis on street improvement projects (e.g. installing traffic calming devices, protected bike infrastructure) in low income neighborhoods is one way to demonstrate a commitment to equitable implementation.
- » Speed is a dominant risk factor for fatal and serious crashes in Jersey City. Enforcement is an important component of speed; it was also a frequent request from the public. Fear of crime and threats to personal security are also compelling issues affecting people's behavior on the street. However, policing sometimes comes with unintentional consequences; therefore, there must be a strong commitment to sensitive, transparent, and non-discriminatory implementation. Moreover, enforcement should not supplant design and engineering priorities, which have the additional benefit of encouraging crime prevention through environmental design (CPTED) principles.

A deeper exploration of these links is needed as the Action Plan moves into implementation. Successful implementation of the Action Plan will require a more detailed analysis of the intersection between traffic danger, poverty, and other socioeconomic factors in Jersey City, as well as an acute awareness of the potential equity implications of all proposed actions.

Figure 6: Map of Communities of Concern and Crashes



A Focus on Increasing Walking, Biking, and Transit

Jersey City is less reliant on motor vehicles for everyday transportation than most communities in the United States. More than one in three households have no access to a motor vehicle (38%), drive-alone commute rates are as low as 32%, and transit accounts for 48% of commuter trips.¹

Often, lack of access to a motor vehicle is seen as an indication of lower income status. While this may be true for some households in Jersey City, many households may choose not to own a motor vehicle because transit and other alternatives are readily available, dense land use patterns make it possible to walk or bike to many destinations, and the costs of car ownership and storage are high.

¹ American Community Survey 5-year Estimates 2013-17

This is a huge advantage for safety, as traffic danger increases with the number of vehicle miles traveled. Walking and biking become safer as the percentage of trips made by these modes increases.

The benefits of lower car ownership to Vision Zero are threefold:

1. Establishing a goal of increasing walking, biking, and transit use can be an explicit Vision Zero strategy and is more achievable in Jersey City than in most communities because viable alternatives to motor vehicle use already exist.
2. The community may already understand, appreciate, and potentially support essential safety measures related to traffic calming and improving infrastructure for walking, biking, and transit.
3. Reducing car use and better managing parking, speed, distracted and/or impaired driving, and improving street design for all users will enable Jersey City to move quickly to eliminate fatal and serious traffic crashes from City streets by 2026.

Figure 7: Map of Transit Use for Travel to Work

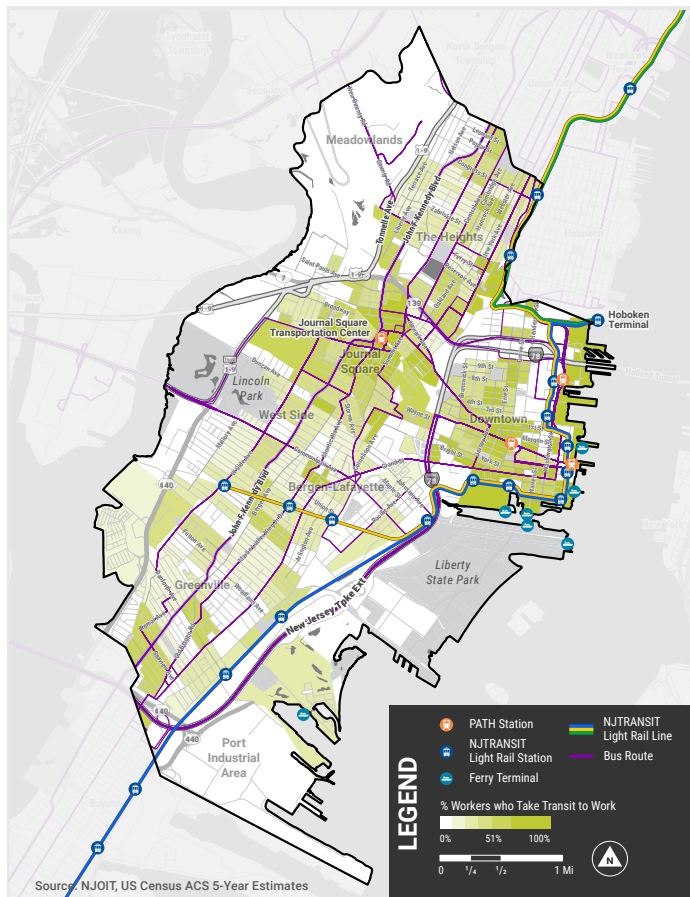
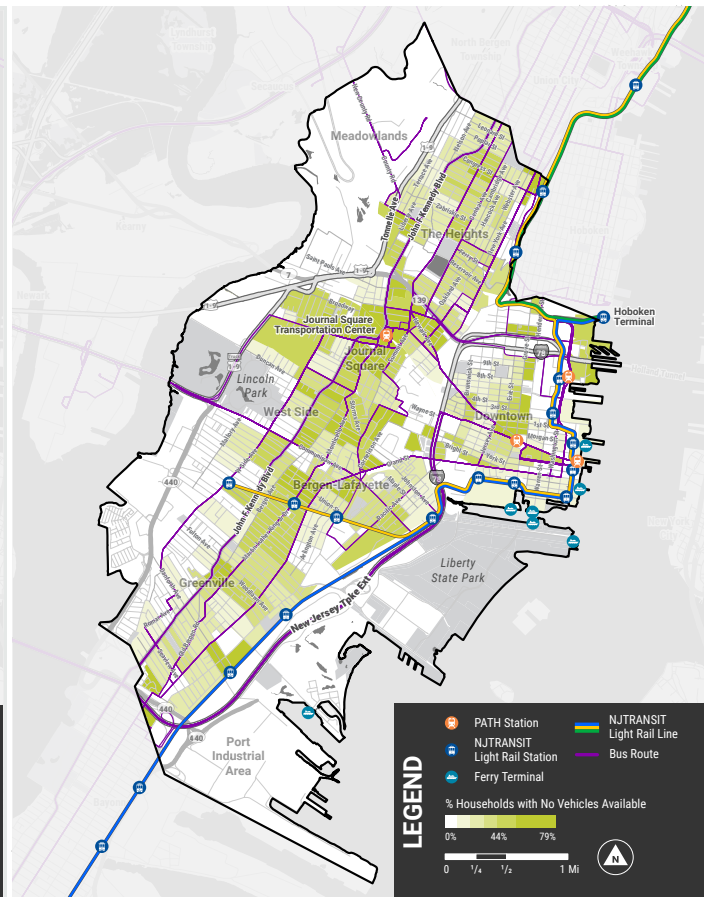


Figure 8: Map of Carless Households





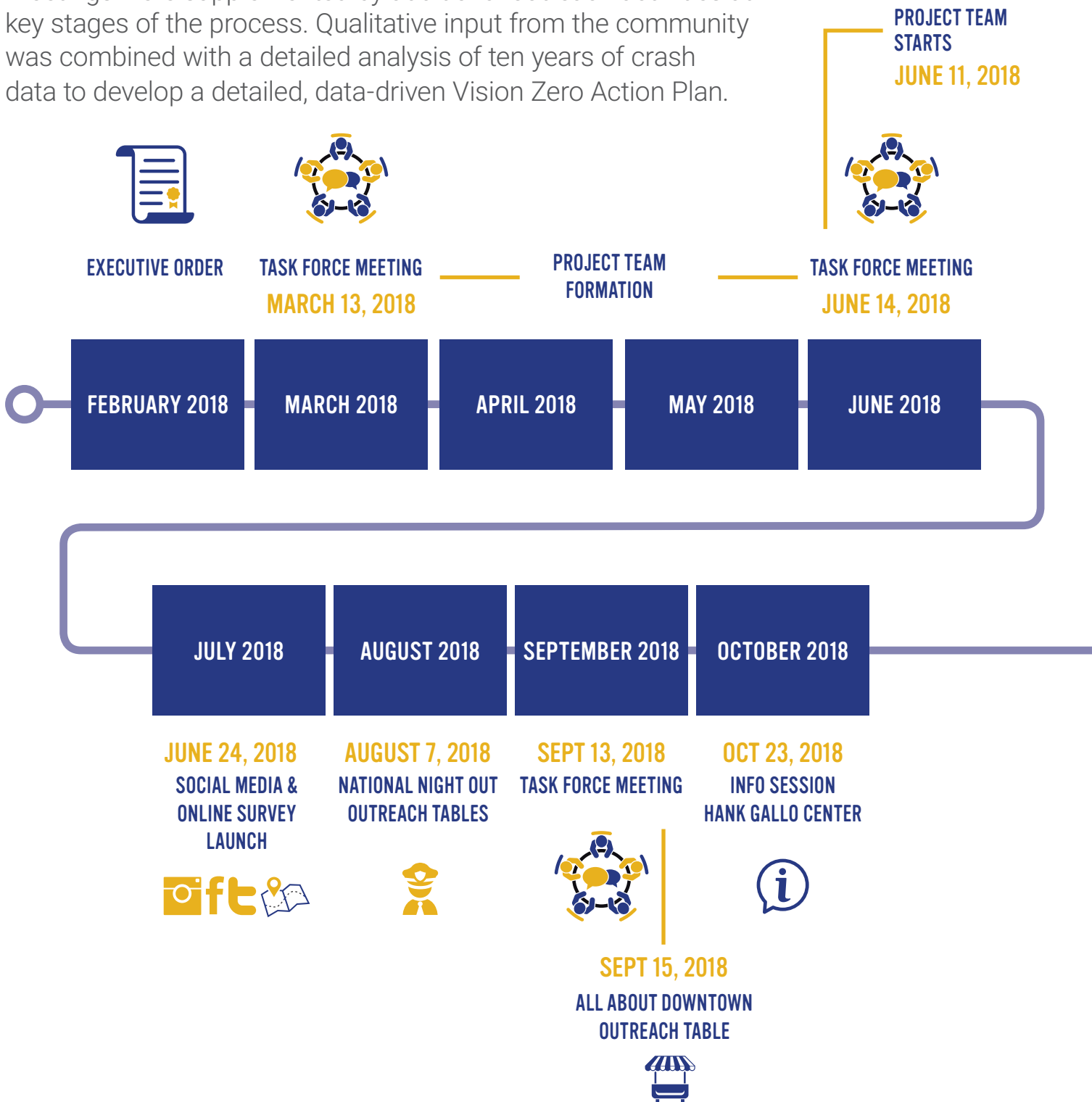


DEVELOPING THE ACTION PLAN



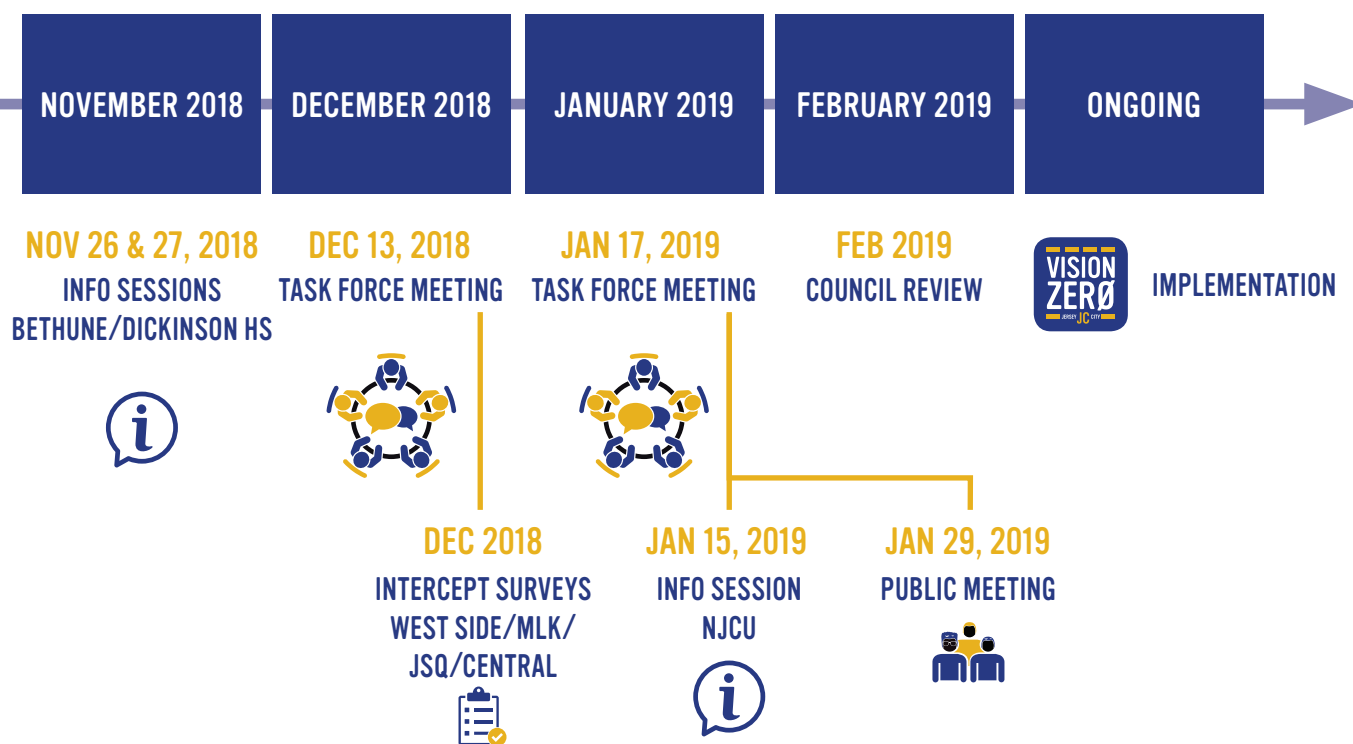
Developing the Action Plan

The City established a Vision Zero Task Force to guide the development of the Action Plan through a 12-month process that included extensive public outreach. Three rounds of public meetings were supplemented by additional outreach activities at key stages of the process. Qualitative input from the community was combined with a detailed analysis of ten years of crash data to develop a detailed, data-driven Vision Zero Action Plan.



Vision Zero Task Force Members

- » Barkha R Patel (co-chair) – Division of City Planning
- » Andrew Vischio (co-chair) – Division of Traffic & Transportation
- » Paul Bellan-Boyer – Department of Health and Human Services
- » Patrick Conlon – Bike JC
- » Jose Cunha – Division of Engineering
- » Kara Hrabosky – Safe Streets JC
- » Hon. Rolando Lavarro – Municipal Council
- » Chief Steven McGill – Fire Department
- » John McKinney – Law Department
- » Mary Parette – Parking Enforcement
- » Brian Platt – Department of Administration
- » Regina Robinson – Board of Education
- » Lt. Scott Schnee – Police Department
- » John Thieroff – Mayor's designee
- » Martin Valenti – Department of Public Works



Community Engagement

The Vision Zero Action Plan process included three rounds of public meetings and outreach events at key stages.

Introducing Vision Zero

The first round of public meetings and outreach activities in the Summer of 2018 were focused on introducing the Vision Zero concept to the Jersey City community. Project team members participated in National Night Out festivities as well as the All About Downtown Street Fair, providing opportunities for people to learn more about the initiative and to offer their input. Staff were able to:

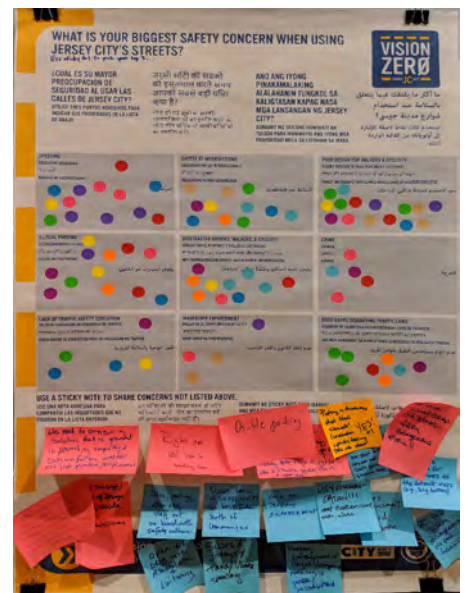
- » Answer questions about Vision Zero and related transportation planning and development activities;
- » Distribute informational postcards connecting people to an online survey and interactive map;
- » Ask community members to share and prioritize their traffic safety concerns;
- » Hand out reflective stickers, answer FAQs, and
- » Capture personal stories about traffic crashes and danger.

A project website was established and the project team maintained an active social media presence throughout the process. Specific online campaigns were used to promote the outreach events and different project-related activities.

Reaching a Diverse Audience

Using various community engagement techniques, including online surveys, in-person meetings, information tables at public events, and pop-up surveys, the Vision Zero planning process gathered input from a diverse set of stakeholders. Specific efforts were made to reach traditionally underrepresented members of the community by:

1. Setting up information tables at existing public events throughout the city.
2. Coordinating pop-up surveys near multiple transit stops.
3. Providing children's activities at public events and meetings so families with children could more easily participate.
4. Translating public engagement materials into Arabic, Hindi, Spanish and Tagalog
5. Having a Spanish translator available at every public event, and a Hindi translator at most.



13 COMMUNITY EVENTS + **2** ONLINE SURVEYS + **1** ONLINE MAP + **3** SOCIAL MEDIA CHANNELS = **>5400** ENGAGEMENTS

Gathering Input

A second round of outreach activities in the fall and winter of 2018 shared an analysis of crash and demographic data for Jersey City that informed the actions and strategies developed for the Action Plan.

A series of four information sessions, including three focusing on the equity issues around traffic safety and crime, were hosted in different areas of the city. The sessions included an open-house style, interactive format to allow participants to review the analysis and provide their feedback and additional observations. Participants were invited to listen to a presentation by the equity expert on the consultant team and engage in a robust dialog with him, City staff, and other project team members to fully explore the complex issues around traffic safety and equity.

Meeting materials and the presentation were posted on the project website, along with a survey, to allow those unable to attend to provide input.

In addition to the meetings, project staff hosted four pop-up, in-person surveys near transit stops

throughout the city. One-on-one conversations fostered discussions about real and perceived feelings of personal safety and traffic danger, and they provided another opportunity for people to share comments about the Vision Zero initiative.



NATIONAL NIGHT OUT

AUG 7, 2018



ALL ABOUT DOWNTOWN

SEPT 15, 2018



LOCATIONS:

3

RESPONDENTS:

>100

ENGAGED:

>250

LOCATIONS:

1

RESPONDENTS:

>100

ENGAGED:

>250

INFORMATION SESSIONS

OCT 27, NOV 26 & 27, 2018,
AND JAN 15, 2019



INTERCEPT SURVEYS

DEC 2018



LOCATIONS:

4

RESPONDENTS:

>50

ENGAGED:

100

LOCATIONS:

4

RESPONDENTS:

100

ENGAGED:

125



Social Media and Online Summary

The project website and social media channels provided a valuable platform for project updates and public feedback.

The website also included a survey and interactive map that encouraged people to share information about their travel habits and experience on Jersey City streets. The map allowed stakeholders to place a pin in the precise location where they experienced an issue or wanted to make an observation.

SURVEY & MAP

RESPONDENTS: 706
MAP POINTS: 5645

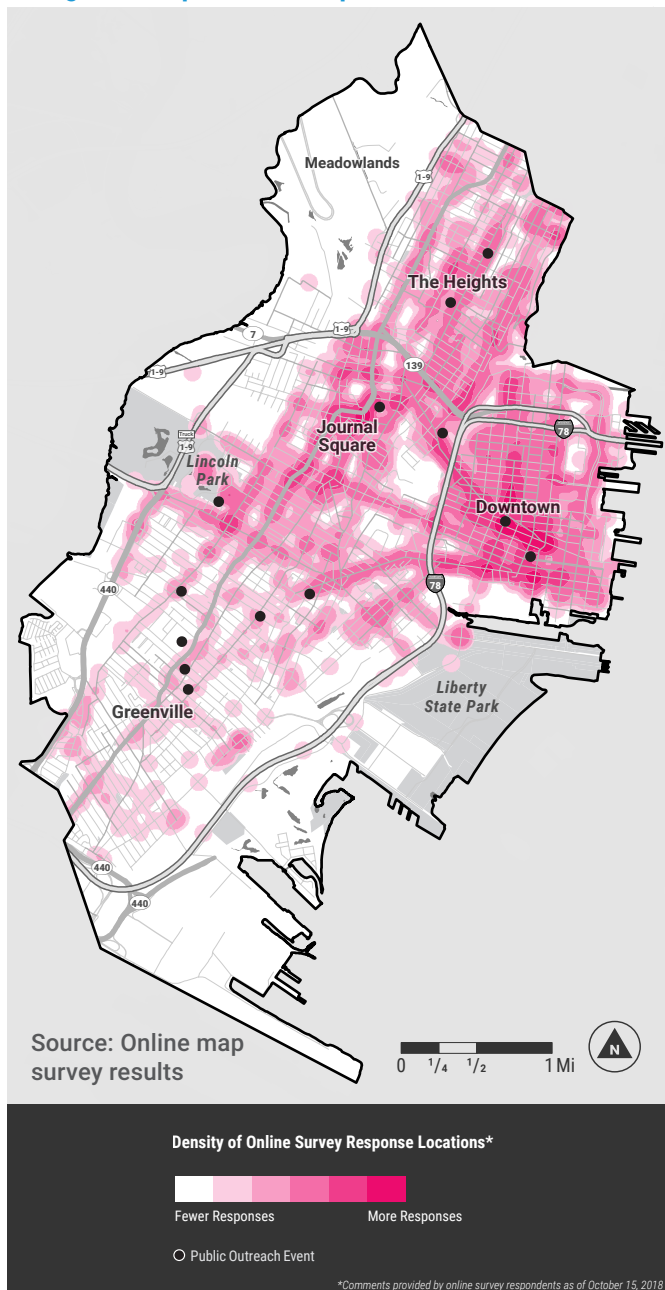
PUBLIC MEETING JAN 29, 2019

RESPONDENTS: 25
ENGAGED: 92



ENGAGEMENTS: 2779 697 512

Figure 9: Map of Online Responses and Outreach Events



From the Jersey City Vision Zero Webpage

VISION ZERO JC | SAFE STREETS FOR EVERYONE

HOME WHAT IS VISION ZERO? ACTION PLAN GET INVOLVED

"The loss of each and every life as a result of a traffic crash is **AVOIDABLE.**"

PROVIDE FEEDBACK →

"The loss of each and every life as a result of a traffic crash is avoidable, and today, we are taking an important step forward by adopting a 'Vision Zero' initiative to eliminate traffic fatalities on our city's roadways for good." - Mayor Steven M. Fulop

TAKE ACTION

What is Vision Zero?

Today in Jersey City, there are an average of 300 crashes and 9 traffic fatalities each year. In response to these numbers, and a recent spike in traffic injuries and fatalities, Mayor Steven M. Fulop signed an executive order adopting "Vision Zero."

Get Involved

Over the next several months, VisionZeroJC will partner with community groups, neighborhoods, public agencies, and events across Jersey City to gather input from residents, visitors, and leaders alike.

Reviewing the Action Plan

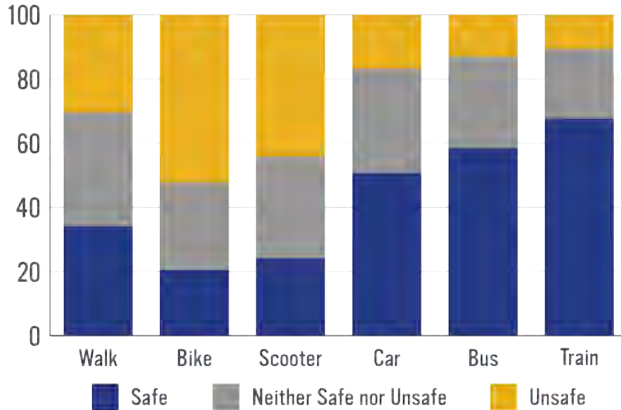
The draft Vision Zero Action Plan was presented to the public in January 2019. This final public meeting, which was streamed live on Facebook, summarized the process by which the plan had been developed and the contents of the Action Plan. The meeting format included an informal, open-house style opportunity to review the materials, as well as a formal presentation with the opportunity for questions and answers.



What We Heard

The feedback and input collected from the various methods of community engagement helped inform the actions and strategies developed for the Vision Zero Action Plan. The summary presented in this document is drawn from a comprehensive summary of community input available in Appendix A.

Figure 10: Perceptions of Safety by Mode



COMMON THEMES:

- » Statistics and maps help engage members of the community
- » The equity issues around Vision Zero are important to Jersey City residents
- » People are pleased the Vision Zero initiative is moving forward and cautiously optimistic about implementation
- » Participants were eager for City staff to receive additional training and for all roadway users to be held to a higher standard of accountability

MOST FREQUENTLY NOTED CONCERNS:







P



OVER
4 TONS

OUR PLAN OF ACTION



Our Plan of Action

The Jersey City Vision Zero Action Plan features data-driven, multidisciplinary and multiagency commitments to specific actions and strategies focused on eliminating fatal and serious injury crashes on Jersey City's streets. The Mayor and City Council are champions of this coordinated approach and are committed to demonstrating that Vision Zero is a new way of doing business—not a new or additional program but a refocusing of existing programs on a shared citywide priority.

Actions

We have developed a series of actions that are designed to be specific, measurable, actionable, relevant, and time-bound. The actions are tied to the elimination of a specific risk factor or contributing cause of fatal or serious crashes, and where relevant, they are focused on the HIN. We provide a discussion of the equity implications of the resulting programs, policies, and projects, and suggestions for mitigating potential unintended consequences.

Themes

We have organized the Actions and Strategies around five critical themes that cut across traditional agency boundaries and get to the heart of eliminating fatal and serious crashes:

1. Design Safer Streets
2. Promote a Culture of Safety
3. Embed Vision Zero in City Practices
4. Enforcement, Law, and Policy
5. Planning and Leveraging Data

These themes also capture the concerns and priorities expressed by the community during the development of the plan. Many of the actions relate to more than one theme.



Tim O'Donnell, 48 and Bridget O'Donnell, 5

Tim was a beloved high school teacher & coach. Bridget wanted to be a cancer-curing singing doctor. Father and daughter were together and killed when an impaired driver struck their vehicle on the NJ Turnpike.

February 22, 2016



Corey Nettles, 44

Fun-loving and beloved son, brother, father, grandfather, and uncle. He was struck and killed by a hit-and-run driver while walking on Monmouth Street.

December 23, 2018

Photo courtesy of Tim's wife and daughter & Bridget's mother and sister, Pam and Ali O'Donnell.

Photo courtesy of Corey's mother, Barbarajean Livingstone.

Key Strategies

While each of the actions identified in this plan is important, we have identified a selection of Key Strategies for each theme that will be a catalyst for progress towards reaching the goal of Vision Zero. We present these Key Strategies starting on the first page of the theme followed by a table of additional actions.

Agency Lead and Support

Each action item is assigned to a lead agency or organization. Their responsibility is to oversee implementation of the action item, and to work with relevant agencies and organizations that are assigned a support role.

Timeframe and Performance Measures

Transparency and accountability are key ingredients of the Vision Zero approach. Each action has an ambitious target by which to measure progress towards the ultimate goal of zero fatalities and serious injuries on City streets. Immediate (up to two years) and longer-term (up to five years) timeframes are set for completion of the action items.



Azucena Andriani, 73

Enjoyed retired life with her husband. She was in a Newark Avenue crosswalk to pick up takeout dinner when she was struck and killed by a distracted driver.

October 10, 2017

Photo courtesy of Azucena's husband Patrick Andriani.

Acronym Guide

Task Force Members

BA – Department of Administration

BOE – Board of Education

BJC – BikeJC

C – Municipal Council

DPW – Department of Public Works

E – Division of Engineering

FD – Fire Department

HHS – Department of Health
and Human Services

L – Law Department

M – Mayor's Office

P – Division of City Planning

PD – Police Department

PE – Parking Enforcement

SSJC – Safe Streets JC

T – Division of Traffic & Transportation

Other Agencies

CA – Office of Cultural Affairs

JCMC – Jersey City Medical
Center/RWJBarnabas

HC – Hudson County

NJDOT – New Jersey Department
of Transportation

NJT – NJTransit

NJTPA – North Jersey Transportation
Planning Authority

PATH – Port Authority of New
York and New Jersey

TMA – Hudson TMA

Theme 1. Design Safer Streets

Eliminating fatal and serious injury crashes by 2026 in Jersey City begins with safe street design. Physical changes to city streets are necessary to control vehicle speeds, which we know are a major concern of the community. Higher speeds increase the likelihood and the severity of crashes – especially for more vulnerable road users – and reduce the perception of safety for all users.

Safe street design:

- » Provides a permanent, 24/7 solution to dangerous, excessive, and intimidating speeds.
- » Avoids the need for costly and intrusive police enforcement.
- » Protects vulnerable road users from motor vehicles through physical separation and the use of traffic controls to eliminate conflicting movements.
- » Better manages limited public space available to accommodate all users as well as parking, deliveries, and emergency services.
- » Eliminates uncertainty as to how drivers, pedestrians, and people on bikes should interact, especially at intersections.

- » Encourages people to walk, bike, and take transit to reduce the amount of vehicle miles traveled.

Designing safer streets is a priority of the Division of Engineering, Traffic and Transportation and Department of Public Works, but also relies upon the participation of numerous other agencies to ensure that the planning, construction, maintenance and operation of City streets supports best practices in multimodal street design.

Speed management is an essential part of designing safer streets. Higher speeds not only increase the risk of a crash, but also increase the risk of serious injury or death, regardless of mode. The effects of speed are most pronounced for pedestrians, whose risk of dying if struck by a vehicle increases with vehicle speed.



Connection to the High Injury Network

The HIN is an important tool for prioritizing the City's investment in designing safer streets. The 31 miles of streets on the HIN are the focus of many of the specific actions and strategies, and the starting place for systemwide changes to roadway design and operations.

Intersections on the HIN are also a primary focus for improving the safety and accessibility of crosswalks (including mid-block crosswalks) and transit stops throughout the City.

Equity Issues

Jersey City is home to people from a rich diversity of cultural backgrounds and differing economic status. The Action Plan strives to be sensitive to these differences and to be inclusive of people of all demographics, English proficiency, and income levels. Safer street design is critical in serving the needs of people with disabilities as well as people of all ages — especially those too old, young, or unable and unwilling to drive.

Although there is strong overall community support for neighborhood traffic calming and street designs that encourage walking, biking, and transit, every individual plan, policy, program, and project related to this outcome still needs thorough public process and review to ensure equitable outcomes.

Proposals for safe street designs in neighborhoods with low levels of home ownership, higher levels of poverty, and where the population is more transitory, must address issues around gentrification and displacement up front. Neighborhoods that are highly walkable, bike-friendly, and transit accessible are also in high demand and can quickly become unaffordable for existing residents.

Designing safer streets involves a wide variety of self-enforcing speed control and traffic calming measures that reduce the need for potentially sensitive or controversial increases in police enforcement.

IF A CAR HITS A PEDESTRIAN AT:

20
MPH



The chances of being killed or seriously injured are



13%

30
MPH



The chances of being killed or seriously injured are



40%

40
MPH



The chances of being killed or seriously injured are



73%

Source: Tefft, Brian C. *Impact speed and a pedestrian's risk of severe injury or death. Accident Analysis & Prevention*. 50. 2013.

Key Strategies to Design Safer Streets



» ***Incorporate the current speed hump program into a broader traffic calming policy that encompasses a wider menu of traffic calming options including raised intersections, traffic circles, diverters, forced-turn channelization, and other treatments permissible on residential streets.***

The current speed hump program needs additional flexibility, especially to address the use of speed humps on streets used frequently by emergency service vehicles. A wide range of traffic calming devices can be used on local streets to reduce speeds and discourage cut-through travel. The Division of Traffic & Transportation will lead this short-term action. The action also includes a commitment to conduct before-and-after studies of traffic calming and other Vision Zero projects.

» ***Develop a neighborhood slow zone program to allow neighborhoods to request treatments to slow motor vehicles to 15 to 20 mph using traffic calming features, signs, and markings.*** Cities such as New York and Boston have pioneered the development of Neighborhood Slow Zones to improve safety and livability. The Division of Traffic & Transportation will establish a pilot program with one neighborhood to test this approach in Jersey City.

» ***Prioritize major safety engineering projects at locations along the High Injury Network. Implement low-cost, high-impact safety improvements throughout the city based on safety engineering studies.*** The goal is to program construction funding to make the changes permanent. The City has an annual program of capital projects and safety programs. We will use the HIN to prioritize locations for these projects. The Engineering Division will implement high-impact safety improvements such as road diets based on engineering or safety studies.



Key Strategies to Design Safer Streets (continued)

» **Advance high-priority projects established in the Bike Master Plan.** Safety is a key factor in the willingness of people to ride a bike for everyday transportation in Jersey City. The Bike Master Plan identifies several critical corridors where major infrastructure projects are needed – many of which are also on the HIN. Implementation will be led by the Division of Traffic & Transportation.

» **Increase the visibility of crossing pedestrians at intersections and mid-block crosswalks through design strategies such as painted curbs, flex posts, and bike corrals. Adjust the location of mid-block crossings if sight distance is a factor.** Safe places to cross the street are an essential element of designing safer streets. Specific strategies, led by the Division of Traffic & Transportation, include continuing to restrict car parking around intersections (also known as “daylighting”), shortening crossing distances, improving ADA compliance, slowing down turning vehicles, and reducing turning conflicts, as well as adjusting the location of mid-block crossings where sight distance is a factor.



Actions to Design Safer Streets

Action	Partners*	Timeframe	Performance Measures
1.1 Incorporate the current speed hump program into a broader traffic calming policy that encompasses a wider menu of traffic calming options including raised intersections, traffic circles, diverters, forced-turn channelization, and other treatments permissible on residential streets.	T , E, M, C	2 year	Update speed hump guidelines and application process
1.2 Develop a neighborhood slow zone program to allow neighborhoods to request treatments to slow motor vehicles to 15 to 20 mph using traffic calming features, signs, and markings. Explore feasibility of setting a 20 mph speed limit on residential streets.	T , P	2 year	Pilot one neighborhood slow zone near a school along the HIN
1.3 Prioritize major safety engineering projects at locations along the High Injury Network.	E , P, DPW, T	Annual	Conduct safety evaluations along 5 miles along the HIN per year
1.4 Advance high-priority projects established in Bike Master Plan.	E , P, T	Annual	Prepare concept development studies for 2 miles of protected bike lanes per year
1.5 Increase the visibility of crossing pedestrians at intersections and mid-block crosswalks through design strategies such as painted curbs, flex posts, and bike corrals.	T , E, P, DPW	2 year	Evaluate 30 of the most dangerous intersections along the HIN for potential improvements
1.6 Update Standard Engineering Details to strengthen requirements to maintain pedestrian and bicycle access near construction zones.	E , DPW, T	2 year	Update Traffic Barricade Manual and standard engineering details
1.7 Explore the desirability and feasibility of introducing additional pedestrian malls throughout the City.	P , BA, E, M, T	2 year	Evaluate one new pedestrian plaza location
1.8 Launch a citywide initiative to treat streets as places by incorporating placemaking efforts, with public art, green infrastructure and neighborhood amenities, into traffic safety initiatives prioritizing Communities of Concern.	P , BA, E, DPW, T	2 year	Pilot one placemaking initiative enhancing locations along the HIN
1.9 Work with JC Public Schools to establish dedicated school drop-off/pick-up zones.	T , E, C, PE, P	2 year	Pilot dedicated pick-up/drop-off zones at 6 schools along the HIN
1.10 Undertake a review of loading zones and vehicle-for-hire staging areas to determine if relocation or consolidation of sites is appropriate, especially along the HIN corridors.	T , C, E, P	2 year	Pilot new loading zone spacing and design on approximately 1/2 mile-long segment of one corridor
1.11 Update traffic signal timing policy to default to pedestrian recall, expand use of LPI and exclusive pedestrian phases, and target shorter cycle lengths.	T , E, P	2 year	Place 75% of traffic signals on pedestrian recall and expand LPI to 30 intersections
* ABC : Lead partner ABC: Supporting partner(s)			

Actions to Design Safer Streets (continued)

Action	Partners*	Timeframe	Performance Measures
1.12 Identify bus stop locations near high crash clusters to determine potential improvements/relocation possibilities.	T , E, NJT	2 year	Evaluate 10 bus stop locations
1.13 Inventory regulatory signage along HIN to determine areas for improvement.	T , DPW	2 year	Inventory 25% of the HIN
1.14 Enhance street lighting to improve safety at key intersections on the HIN.	E , DPW	5 year	Review intersection lighting levels at 20% of intersections within the HIN per year
1.15 Review pavement marking condition along HIN.	E , T	Annual	Evaluate HIN annually
1.16 Conduct review of the sidewalk network to identify gaps and prioritize improvements.	E , DPW	5 year	Identify all gaps in sidewalk network along the HIN
1.17 Improve the sidewalk and signage maintenance program to ensure sidewalks are clear of obstructions.	E , DPW	5 year	Conduct sidewalk condition audit for half of the HIN and recommend improvements
* ABC : Lead partner ABC: Supporting partner(s)			

Theme 2. Promote a Culture of Safety

Vision Zero rejects the idea that fatal and serious injury traffic crashes are an inevitable part of the cost of a modern transportation system. Almost 40,000 lives are lost every year in the United States on our roads and there is a national complacency that allows this to continue unabated. **That is no longer acceptable.**

New York City has experienced its safest years for traffic on record since embracing Vision Zero in 2014; cities including Boston and San Francisco are seeing similar results. Part of their success is due to a culture change – inspired in New York City by Families for Safe Streets and led by the Mayor and city officials – that is transforming the way people view traffic safety. We need to embrace that same culture shift in Jersey City to elevate the issue of traffic crashes in the public consciousness.

Promoting a Culture of Safety:

- » Shifts responsibility for fatal and serious injury traffic crashes away from the victims of those crashes and onto the unsafe system that allows them to happen.
- » Holds people accountable for their actions in creating a safe system for all.
- » Elevates the importance of safety over increasing the speed and convenience of driving.
- » Provides a framework for City departments and the community to make tough choices that favor safety and saving human lives
- » Welcomes walking, biking and transit use as essential every transportation modes.

Every member of the Vision Zero Task Force has a vital role to play in changing the perception of traffic safety in Jersey City. Success will save many lives between now and 2026, and it will result in a healthier, happier, and safer Jersey City long into the future.

CRASH, NOT ACCIDENT



TRAFFIC CRASHES ARE NOT INEVITABLE ACCIDENTS. VISION ZERO CALLS ON US TO STUDY THE ENVIRONMENTAL AND BEHAVIORAL FACTORS THAT LEAD TO SEVERE AND FATAL COLLISIONS AND USE LEADING PRACTICES TO CREATE A SAFER SYSTEM FOR ALL ROADWAY USERS.

Connection to the High Injury Network

We will focus public information and education campaigns, as well as targeted enforcement programs recommended in this theme, on the City HIN.

Equity Issues

Traffic crashes are one of the leading causes of premature death in the United States and deserve to be taken seriously. However, people living in communities of concern are also dealing with compelling employment, housing, health and economic security challenges that compete for their attention. We must treat the intersectionality of these complex issues with respect and consideration.

Key Strategies to Promote a Culture of Safety

“Road traffic crashes are not just a highway safety problem—they are a public health problem. With over a million people killed each year on the world’s roads, and tens of millions more injured, road traffic crashes are a leading cause of death and the ninth leading cause of disability adjusted life years (DALYs) lost worldwide. This is all the more tragic because we could prevent so many of these deaths, so many of these injuries, and so much of this suffering.”

Susan Binder, USDOT 2004

» **Establish a Jersey City chapter of Families for Safe Streets.** Fatal and serious traffic crashes are frequently discounted with language that reports tragic events as “accidents” and as the result of poor choices or behavior by the victim. Families for Safe Streets ensures that doesn’t happen by making crashes deeply personal, by connecting the community directly, and emotionally, to the human element. Safe Streets JC will lead this short-term action to establish a local chapter of Families for Safe Streets.

» **Conduct a public education campaign to change norms about how people view traffic safety.** Traditional traffic safety campaigns tend to be generic and can also be guilty of blaming the victim by focusing on reflective clothing, protective headgear, and defensive behavior rather than tackling issues of speed, distraction, and intimidation by car drivers. The Mayor’s office will initiate a creative, data-driven message for a public service announcement campaign that challenges the status quo and changes the behavior of Jersey City residents.

» **Launch a high-visibility enforcement campaign on the streets comprising the All Roads High Injury Network.** Targeted traffic safety campaigns and programs are more likely to succeed if they focus on specific behaviors in locations known to have a crash record. The Police Department will target failure to yield to pedestrians, aggressive driving, speeding, and red light running on City, County and State roadways as part of an immediate campaign featuring variable message signs, social media, and enforcement actions.

» **Establish a goal of reducing vehicle miles traveled (VMT) by promoting transit and other alternatives to driving alone, especially for short trips on City streets.** The Planning Division is charged with establishing a goal to reduce the use of single occupant car travel in Jersey City. The goal will be set in the short-term by updating the Circulation Element of the City’s Master Plan; reaching the goal will be a long-term commitment for multiple City agencies as well as area transit providers.



Actions to Promote a Culture of Safety

Action	Partners*	Timeline	Performance Measures
2.1 Establish a Jersey City chapter of Families for Safe Streets.	SSJC , HHS	5 year	Once established, host at least two events annually to provide support and increase awareness for Vision Zero
2.2 Conduct a public education campaign to change norms about how people view traffic safety.	M , BJC, E, HHS, C, P, T, SSJC, CA, TMA	2 year	Create one public service announcement for television, radio, print, and social media
2.3 Launch a high-visibility enforcement campaign at new traffic calming devices and along the All Roads HIN targeting failure to yield to pedestrians, aggressive driving, speeding, and red light running on City, County and State roadways.	PD , M, C, T	2 year	Deploy VMS boards intermittently along the HIN, promote campaign on social media and publish results
2.4 Incorporate transportation safety as a stated priority in the Jersey City Public Schools Strategic Plan with specific strategies aimed toward improving travel to and from schools	BOE , P	2 year	Transportation safety established as priority in next Strategic Plan
2.5 Establish a goal of reducing VMT by promoting transit and other alternatives to driving alone, especially for short trips on City streets.	P , NJTPA, NJT, PATH	2 year	Update Circulation Element of the Master Plan with new VMT reduction goals
2.6 Update the City's style guidelines to remove the word "accident" and replace with "crash" or "collision" for referring to traffic incidents. Modify internal and public-facing documents accordingly, including police incident forms and other relevant documents. Include this change as a central component of all Vision Zero-related trainings.	M , all	5 year	Update all public-facing documents
2.7 Develop a communications strategy to get the word out to residents about upcoming VZ events, campaigns, and potential safety issues and locations to focus on.	M , BJC, BA, P, T, SSJC	2 year	Create one public service announcement for television, radio, print, and social media
2.8 Explore establishing a Task Force subcommittee to oversee outreach and a Citizen Advisory Committee	M , ALL	2 year	Discuss formally with Task Force within year one
2.9 Provide safe bicycling education programs, including a school program to reinforce and encourage safe cycling to school and a program for adult cyclists at all skill levels. Encourage events such as National Walk to School Day.	BOE , BJC, HHS, TMA	2 year	Hold a safe cycling event at the annual Jersey City Back to School Festival
* ABC : Lead partner ABC: Supporting partner(s)			

Actions to Promote a Culture of Safety (continued)

Action	Partners*	Timeline	Performance Measures
2.10 Create/use existing mandatory traffic safety curriculum for elementary schools to teach and encourage traffic safety behaviors	BOE , HHS, P, T	5 year	Gain BOE approval of traffic safety curriculum for all school levels
2.11 Appoint a Transportation liaison to coordinate with the City on ongoing and planned transportation projects	BOE , P, T	2 year	Appoint one BOE staff member
2.12 Implement a Walking School Bus, Bike Train, Bike Rodeo and other walking and cycling programs	BOE , BJC, SSJC, TMA	2 year	Hold 3 events per year
2.13 Tie public safety awareness/education efforts with Vision Zero branding.	All , CA	2 year	Incorporate Vision Zero information/branding into at least 2 public outreach events hosted by a Task Force agency per year
2.14 Increase programming to promote bicycle use and awareness, including supporting an annual Open Streets event and encouraging other walking and cycling events.	M , BJC, BA, HHS, P, T, SSJC, TMA, CA	5 year	Hold one open street event
2.15 Hold giveaways for Vision Zero branded bicycle safety equipment including lights and helmets.	BJC , BA, HHS	2 year	Create giveaways for annual BikeJC Ward Tour
2.16 Host rides to introduce residents to new bicycle facilities as they are opened.	BJC , E, P, T, SSJC	2 year	Host at least one ride per new facility with at least 10 participants
2.17 Work toward a partnership with transit, rideshare, taxi and other services to provide transportation alternatives near commercial corridors, for large events, and for people unfit to operate a vehicle.	BA , HHS, L, M, P, T	2 year	Pilot program with one rideshare/transit partner at nodes near the HIN
2.18 Establish one public location for regular Vision Zero updates, ongoing projects, and crash and safety data.	P , DE, T	Annual	Publish Vision Zero progress report annually
2.19 Add Vision Zero and traffic safety component to Ward health educators' educational materials.	HHS	2 year	Train every health educator on Vision Zero principles
* ABC : Lead partner ABC: Supporting partner(s)			

Actions to Promote a Culture of Safety (continued)

Action	Partners*	Timeline	Performance Measures
2.20 Provide outreach programs centered on reducing pedestrian injuries.	HHS , BJC, M, SSJC	2 year	Incorporate Vision Zero into Community Health and Wellness events and programs
2.21 Provide traffic safety tips for older adults.	HHS	5 year	Hold one traffic safety seminar at every Senior Center in the City
2.22 Conduct outreach focused on safety improvements for people experiencing homelessness.	HHS	2 year	Prepare report outlining needs and outreach strategies
2.23 Continue enforcement efforts targeting distracted and impaired driving with a focus on the HIN. Explore education and warnings to target drowsy driving.	PD	2 year	Publish number of tickets issued for specific violations
2.24 Improve communication and enhance channels for distribution of information pertaining to various traffic safety projects.	M , BJC, HHS, C, P, T, SSJC	2 year	Establish standard outreach procedures for all types of traffic safety projects.
2.25 Work with major employers to take the Vision Zero pledge and disseminate Vision Zero information to employees.	M , C	2 year	Secure commitment from 3 major employers
2.26 Hold transportation safety hackathons to engage residents on potential safety improvements.	SSJC , BJC, M, P, T	Annual	Partner with the City to host one hackathon annually
* ABC : Lead partner ABC: Supporting partner(s)			

Theme 3. Embed Vision Zero in City Practices

Jersey City government agencies are committed to leading by example in the fight to achieve Vision Zero. The Action Plan identifies several initiatives to provide training and professional development to City staff, as well as overhauling procurement and vehicle fleet management programs to equip the City for a safer future.

Key Strategies to Embed Vision Zero in City Practices

» **Ensure all City fleet vehicles have the latest crash reduction technology and safety equipment.**

The Department of Public Works will evaluate all City-owned and leased vehicles to maximize the use of vehicles with features such as side and rear guards, blind spot mirrors, side and backup cameras, GPS/"black box" technology to identify dangerous driving behaviors like speeding, and crash avoidance technology. Trucks will be assessed for their use of side and rear under-run guards. The Department of Administration will develop new procurement procedures to ensure that this safety equipment is included on all new vehicles.



» **Develop a comprehensive citywide**

training program on Vision Zero principles and the High Injury Network. All fleet vehicle operators, emergency service vehicle drivers and staff, crossing guards, health educators, outreach professionals, and planning and engineering staff will receive ongoing training focused on Vision Zero. These trainings will frame traffic crashes as a preventable public health issue, describe the role of speed and distracted/impaired driving in crashes, and communicate the vulnerability of road users who are outside the protective shell of a motor vehicle.

» **Establish a Rapid Response Team to implement quick-build safety countermeasures and direct enforcement and education resources at fatal crash locations.** The Mayor's office will lead this key strategy. This multidisciplinary team will identify both immediate responses and longer-term changes necessary to prevent future fatal crashes. Part of this strategy will build upon the City's existing capacity to deploy quick-build projects such as corner daylighting.

» **Continue the Vision Zero Task Force, maintain the VisionZeroJC website, and establish one central location for Vision Zero updates, relevant projects, and the latest crash information.** The City is committed to transparency and accountability as we make progress towards zero deaths and serious injuries. The Mayor's Office and Planning Division will support the Task Force, maintain the project website, and produce an annual report on Vision Zero progress.

Actions to Embed Vision Zero in City Practices

Action	Partners*	Timeline	Performance Measures
3.1 Evaluate all City Fleet vehicles for safety equipment improvements including: <ul style="list-style-type: none"> • Side and rear guards. • Blind spot mirrors. • Side and backup cameras. • GPS/"black box" technology to identify dangerous driving behaviors like speeding. 	DPW , BA, E, FD, PD	5 year	Conduct evaluations of 20% of City vehicles per year
3.2 Conduct training for City employees on Vision Zero and the High Injury Network: <ul style="list-style-type: none"> • Frame traffic crashes as a preventable public health issue rather than an unfortunate consequence of mobility. • Emphasize speed as a major factor in road safety and risk. • Expand current employee Defensive Driver training. • Conduct trainings for all fleet vehicle operators. 	BA , M	2 year	Include Vision Zero information in new employee onboarding process
3.3 Establish Rapid Response Team to implement quick-build safety countermeasures and direct enforcement and education resources at fatal crash locations.	M , BA, E, HHS, L, P, PD, DPW, T	2 year	Conduct rapid response review for every fatal crash once established
3.4 Support the Vision Zero Task Force and maintain the Vision Zero website. Explore establishing subcommittees for specific aspects of plan implementation.	M , all	Annual	Hold quarterly Task Force meetings and publish annual report on website
3.5 Update vehicle procurement procedures to ensure that safety equipment is included on all new vehicles.	BA , FD, PE, PD, DPW	2 year	Update vehicle procurement procedures
3.6 Secure a stable transportation funding source dedicated to safety.	BA , E, L, M, C, P, T	5 year	Secure stable transportation funding source dedicated to safety
3.7 Improve FEMS response by conducting regular reviews of travel times, including dispatch to site and site to hospital, to ensure travel time consistency and ability to direct EMS units in route.	FD , E, PD, T	2 year	Provide regular reports on response times
3.8 Deploy smaller vehicles for non-fire emergencies. Streamline which vehicles from fleet get used based on the type of emergency. Report quarterly on what types of emergencies the Fire Department responds to, the response time, and locations to ensure travel time consistency and adequate use of resources.	FD , JCMC	2 year	Pilot the use of old battalion SUVs with safety equipment to respond to non-fire emergencies
3.9 Mandate regularly scheduled driver education for Fire Department staff. Define what the training will cover specific to Vision Zero. Pursue funding for driving training simulators.	FD , BA	2 year	Create training curriculum and schedule

* **ABC**: Lead partner ABC: Supporting partner(s)

Actions to Embed Vision Zero in City Practices (continued)

Action	Partners*	Timeline	Performance Measures
3.10 Incorporate Vision Zero principles into Partnership for a Healthier JC small grant program.	HHS	Annual	Award at least 2 grants annually to partners advancing Vision Zero efforts
3.11 Initiate and maintain a VZ survivor network, receiving notification of fatalities and serious injuries from JCPD to Chaplain program, and education/referral of survivors and next-of-kin to SSJC/FFSS for services & peer support. Coordinate with Families for Safe Streets accordingly.	HHS , PD, SSJC, JCMC	2 year	Establish database of survivor/victim contact information
3.12 Deploy smaller vehicles for street sweeping and snow removal. Inventory the existing vehicle fleet and current staffing levels to assess the need going forward. Secure funding to procure smaller vehicles and provide the needed staffing.	DPW , BA	5 year	Pilot one new street sweeping and snow removal vehicle
3.13 Incorporate Vision Zero into trainings for all DPW staff who operate official vehicles.	DPW , BA	5 year	Develop a safety training curriculum and training schedule
3.14 Prioritize snow removal for vulnerable road users, inclusive of crosswalks, bike lanes, and bus stops.	DPW	2 year	Develop maintenance plan
3.15 Deploy next generation emergency vehicle preemption to reduce response times and increase safety.	T , PD	5 year	Implement emergency vehicle preemption on two corridors
3.16 Expand the City's crossing guard program and increase training for crossing guards.	PD , BA	5 year	Update crossing guard training curriculum
3.17 Procure equipment to support increased enforcement against parking violations, including license plate readers, ticketing tool, and e-permitting.	PE , BA, C	5 year	Pilot one vehicle with improved enforcement capabilities
* ABC : Lead partner ABC: Supporting partner(s)			

Theme 4. Enforcement, Law, and Policy

Traffic safety programs have always relied upon a strong role for law enforcement to manage the behavior of roadway users. The Vision Zero Action Plan for Jersey City includes this role, but also seeks to ensure that the legislative context for enforcement is the most effective and that all enforcement initiatives are supported by the community and implemented equitably.

Key Strategies for Enforcement, Law, and Policy

» **Develop a state legislative agenda to allow the City greater flexibility in promoting roadway safety.**

The Law Department will pursue opportunities to maximize the effectiveness and minimize the unintended consequences of state laws related to traffic safety. For example:

- » Legislation that permits local Police Departments to conduct Commercial Motor Vehicle (CMV) inspections.
- » A legislative change to allow cumulative penalties for repeat traffic violations, including habitual unlawful parking and repeated speeding offenses would help remove dangerous drivers from city streets.
- » Coordination with state legislators will help ensure consistent Vision Zero messaging, understanding, and communication of legislative priorities.

» **Evaluate City laws and ordinances and identify revisions to improve safety for all modes.**

The Law Department will examine current City laws and ordinances to ensure local law enforcement agencies have the relevant powers to tackle traffic safety issues that contribute to fatal and serious injury crashes on city streets. Examples include:

- » Exploring changing speed limits on local roadways.
- » Exploring the ability to implement time restrictions on deliveries and restrictions on the size of delivery trucks.

- » Investigating transportation impact fees for new development projects.
- » Establishing “parking improvement districts.”
- » Removing any barriers at the City level to ticketing vehicles parked in bike lanes and blocking driveways.
- » Increasing fines for certain parking and moving violations (e.g., ticket vehicles parked in bike lanes and blocking driveways).

» **Develop a strategy for all Vision Zero enforcement campaigns in order to foster good will and address equity concerns that can arise from increased enforcement.**

The Jersey City Police Department is sensitive to community concerns around additional enforcement. The following is an example of a phased approach JCPD could use to implement an enforcement campaign:

- » Conduct a multi-channel public outreach and messaging campaign prior to the start of enforcement to alert the community and offer drivers an opportunity to modify their behavior.
- » Test a phased implementation to enforcement whereby offending drivers are issued warnings and given safety educational material for a period, potentially 1 - 2 weeks, after which actual tickets would be issued.

Actions for Enforcement, Law, and Policy

Action	Partners*	Timeline	Performance Measures
4.1 Develop a state legislative agenda to allow the City greater flexibility in promoting roadway safety.	L , E, M, C, PE, P, PD, T, SSJC	5 year	Develop report to help inform legislature and garner public support
4.2 Evaluate City laws and ordinances to identify revisions to improve safety for all modes.	L , BA, E, M, C, PE, P, PD, T	2 year	Prepare a report evaluating existing laws and ordinances related to traffic safety.
4.3 Eliminate ambiguity over where on-street parking is, and is not, allowed, especially within 25 ft of crosswalks and near fire hydrants. Explore best practice solutions to mark and protect no parking zones.	T , PE, DPW	5 year	Paint/demarcate no parking areas on 20% of the HIN per year
4.4 Expand the Traffic Safety Unit within the Police Department and increase overall traffic enforcement staffing.	PD , BA, M	2 year	Double the Traffic Safety Unit staff to 12 officers
4.5 Develop a plan to ensure trucks use designated truck routes rather than local routes.	PD , L, T	5 year	Review and improve signage along all truck routes
4.6 Promote increased awareness among JCPD officers and staff. Incorporate Vision Zero into Captain's Meetings and explore ways to enhance bicycle education as part of officer recruitment and training. Work with BikeJC to increase awareness of bike safety issues among JCPD officers and staff.	PD , BJC, SSJC	Annual	Allocate time to provide updates on Vision Zero and general traffic safety issues for at least one Captain's meeting in each district annually
4.7 Lobby the Department of Motor Vehicles to update drivers manual to include Vision Zero/traffic safety content that emphasizes safety for all road users.	L , BJC, M, P, T, SSJC	5 year	Develop sample literature for DMV consideration
4.8 Increase enforcement of parking restrictions at corners and within 25 ft. of crosswalks at intersections on the pedestrian and bicycle HINs. Continue directed patrols on major corridors throughout the city to keep corners clear of parked cars and within 25 ft. of crosswalks.	PE , L	2 year	Publish number of tickets issued for specific violations
4.9 Develop a strategy for all Vision Zero enforcement campaigns in order to foster good will and address equity concerns that can arise from increased enforcement. Establish police enforcement data reporting policy to supplement campaigns.	PD , M, C	2 year	Finalize strategy and pilot for one corridor on HIN
* ABC : Lead partner ABC: Supporting partner(s)			

Theme 5. Planning and Leveraging Data

The final theme in the Jersey City Vision Zero Action Plan brings together essential partnerships, development review, and evaluation strategies that are primarily under the purview of the Planning Division. These actions embody a data-driven approach to long-term change and leadership.

Key Strategies for Planning and Leveraging Data

» **Develop a street design guide that clarifies City policy related to travel lane widths, pedestrian infrastructure, bicycle facilities, traffic calming, and other relevant details.**

Street design guidelines have undergone a dramatic evolution in recent years as concepts such as Complete Streets, Vision Zero, Separated Bike Lanes, and Accessible Streets have emerged. The Planning Division will lead this two-year initiative in close cooperation with the Division of Traffic & Transportation. A comprehensive update of the City's street design guidelines will reflect international best practices and:

- » Include a countermeasure selection tool to guide Vision Zero engineering projects.
- » Clarify the need for pedestrian crosswalks across all legs of intersections.
- » Provide guidelines for selecting bicycle facilities based on vehicle speeds and volumes.
- » Update standard engineering details accordingly.

» **Update development regulations and design standards to reflect Vision Zero principles.**

Jersey City is constantly changing because of ongoing economic and community development projects. Every one of these development projects is an opportunity to improve the safety of city streets. The Planning Division will take the lead to:

- » Ensure street design standards reflect safety best practices for all roadway users.
- » Require development projects on the HIN to make specific modifications to improve identified safety issues.

- » Promote alternative transportation options for new developments such as through transit impact fees, carsharing, bikeshare, and other mobility options.

- » Train planning staff on how to apply these principles to reviewing development applications and site plans.

- » Evaluate safety needs for new school facilities.

» **Improve data collection and analysis.** We have identified several strategies to improve our ability to track and respond to trends and to measure our progress towards achieving our Vision Zero goal. These include:

- » Improving the tracking of all trips and all modes.
- » Conducting more evaluations of pilot projects and new programs.
- » Completing in-depth crash analyses to capture contributing causes and other factors. Where possible, this should include hospital data to supplement police crash reports.

» **Engage the State and County as Vision Zero partners by highlighting the high percentage of fatalities that occur on State and County roadways.**

Last but by no means least, the City is absolutely committed to working with the State and County government to eliminate fatalities and serious injuries on major roadways that are controlled by agencies other than the City. The Mayor's Office will lead this collaboration, which is essential if the City is to enjoy a year without any traffic fatalities or serious injuries by 2026.

Actions for Planning and Leveraging Data

Action	Partners*	Timeline	Performance Measures
<p>5.1. Develop a street design guide that clarifies City policy related to travel lane widths, pedestrian infrastructure, bicycle facilities, traffic calming, and other relevant details:</p> <ul style="list-style-type: none"> • Include a countermeasure selection tool to guide Vision Zero engineering projects. • Clarify the need for pedestrian crosswalks across all legs of intersections. • Provide guidelines for selecting bicycle facilities based on vehicle speeds and volumes. • Update standard engineering details accordingly. 	P , E, T	2 year	Update existing thoroughfare design standards in the Circulation element; Add Bicycle Master Plan design guidelines to the Circulation Element
<p>5.2. Update development regulations and design standards to reflect Vision Zero principles.</p> <ul style="list-style-type: none"> • Ensure street design standards reflect safety best practices for all road users. • Require development projects on the HIN to make specific modifications to improve identified safety issues. • Promote alternative transportation options for new developments such as through transit impact fees, carsharing, bikeshare, and other mobility options. • Train planning staff on how to apply these principles to reviewing development applications and site plans. • Evaluate safety needs for new school facilities. 	P , E, T	5 year	Update site plan application checklist to incorporate Vision Zero standards
<p>5.3. Improve the tracking of mode share using existing Census sources of Means of Transportation to Work data, and explore ways to collect data reflecting travel patterns from non-work trips.</p>	P	Annual	Report on mode share annually
<p>5.4 Engage the State and County as Vision Zero partners by highlighting the high percentage of fatalities that occur on State and County roads.</p>	M , P, T, NJDOT, HC	2 year	Establish State and County representation on Task Force
<p>5.5. Collect before-after traffic data for every traffic calming installation.</p>	T , E	2 year	Establish metric to track for each type of traffic calming measure
<p>5.6. Identify nodes located near the HIN that attract trips by vulnerable users such as schools, parks, transit hubs, and health centers, and improve connections between the nodes and the HIN corridors.</p>	P , E, T	2 year	Improve connections at 3 nodes
<p>5.7. Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections.</p>	T , E, JCMC	2 year	Evaluate three intersections
<p>5.8. Provide HIPAA-compliant hospital data to inform the HIN and crash analysis.</p>	HHS , P, T, JCMC	2 year	Prepare report illustrating how this data improves crash reports and outlining how to incorporate data in future analyses

* **ABC**: Lead partner ABC: Supporting partner(s)



CONCLUSION AND NEXT STEPS



Conclusion and Next Steps

Achieving the goal of Vision Zero is ambitious and challenging, but eliminating fatal and serious injury traffic crashes in Jersey City by 2026 is within reach. The Action Plan and City HIN are critical tools to making this a reality every year on all roads within the City.

Vision Zero is a new way of doing business and change is always difficult; implementing the Action Plan will require ongoing focus and commitment. Additional challenges and opportunities that lie in the path of Vision Zero are:

- » Capitalizing on the unique opportunity Jersey City has to make walking, biking, and taking transit preferable to driving for the majority of everyday trips in the community. Implementing the City's Bike Master Plan, Pedestrian Enhancement Plan, transit strategy, and key corridor plans along the HIN will be a powerful combination to increase transportation options and improve safety for all users.
- » Managing growth and development in the City without suffering the negative effects of displacement and gentrification. The benefits of a safer, more walkable and bike-friendly community must be shared equitably among Jersey City's diverse populations.
- » Engaging the State and County to deliver Vision Zero on the busy major roads they control within Jersey City. These roads are responsible for the majority of fatal crashes in the City and desperately need to be a part of the overall safe system.

These big issues will not stand in the way of progress. Jersey City is committed to leading the way and showing how cities can actually deliver on the promise of Vision Zero by eliminating fatal and serious injury traffic crashes by 2026.



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WARNING
Watch
For
Trains

STOP
HEAD END
HERE

DO NOT
ENTER

DO NOT
ENTER

WARNING
Watch
For
Trains

